



INFORMATION UPDATE FOR WHOLESALE CUSTOMERS

http://www.seattle.gov/util/About_SPU/News/Newsletters/index.asp

Seattle Water Supply Indicators

Water Storage	
Reservoir Inflows	
Snowpack	
Customer Use	
Overall	
Good Fair Poor	

For more information, visit www.savingwater.org



Water Quality Technical Forum Report

Chlorine Residual and Coliform Data

There were no positive coliform samples from the purveyor area during February 2008. Average chlorine residual concentrations in the purveyor distribution systems ranged from 0.75 to 1.23 mg/L, with an overall average of 0.97 mg/L. The chlorine residual targets at both the Tolt Treatment Facility and Cedar Water Treatment Facility are 1.5 mg/L. The number of samples with chlorine less than 0.2 mg/L was 8 in February (out of 851 samples).

Taste and Odor

The taste and odor panel is meeting bi-weekly. Samples are rated on a scale from 1 to 9, with 1 representing the best and 9 representing the worst.

The taste and odor flavor rating assessment (FRA) for the Cedar supply (Lake Youngs treated) sample in February was 2.2. The Tolt supply result was 1.6. If you would like to receive a bi-weekly update of the taste and odor panel results, please e-mail Moya Joubert at moya.joubert@seattle.gov.

SPU Contact: Wylie Harper, (206) 684-7880 or Lynn Kirby, (206) 684-0216.



Conservation Technical Forum

On the web at <http://www.savingwater.org>

RESIDENTIAL INDOOR

Multi-Family and Condominium Showerhead Program to Launch in March

The Multi-family & Condominium showerhead program is moving forward. The partnership established last year to deliver the single-family program between Seattle City Light (SCL), Puget Sound Energy, Cascade Water Alliance and Saving Water Partnership remains strong. In continuing efforts to make the program cost-effective for all partners, the similar approach to the single-family program will be adopted, with a couple of minor differences. Within Seattle City Light's service area (Seattle and parts of five wholesale customer service areas), SCL and SWP will send property managers and condo associations a solicitation letter that they will fill out and return with their request to participate. Outside of Seattle, PSE, SWP, and Cascade will work with a contractor that will contact property managers and condo associations to do a direct installation of fixtures in all buildings that qualify. This two-pronged approach allows us to leverage resources while

continuing to reach the maximum number of participants. The program launched in the third week of March.

CONTACT: Arece Hampton, (206) 733-9137

Saving Water Partnership Wins Totem Award!



At its annual award ceremony last month, the Puget Sound Chapter of the Public Relations Society of America awarded the 2007 Puget Sound Efficient Showerhead Program the Totem Award for best public relations program in

the area of public service and partnerships. The program was developed and implemented by the Saving Water Partnership, with help from Seattle City Light, Puget Sound Energy and Cascade Water Alliance in an effort to save water, energy, and to prevent global warming in our region. The partnership offered free water-efficient showerheads and faucet aerators to 330,000 Puget Sound area homes. Through direct mail outreach, advertising and a strategic media relations campaign, the program distributed over 100,400 showerheads, achieving an annual water savings of 128 million gallons and a projected annual energy savings of 19 million kWh per year, while preventing 35 million pounds of greenhouse gas emissions.

CONTACT: Arece Hampton, (206) 733-9137

RESIDENTIAL AND COMMERCIAL LANDSCAPE Staff Conducting WEIP Marketing Effort

In an effort to increase the number of commercial irrigation rebates in 2008, the Water Efficient Irrigation Program has been conducting intensive



outreach to commercial customers with irrigation systems and to irrigation and landscape contractors who specialize in commercial properties.

Jenna Smith and Allegra

Abramo have called and met with contractors, and with commercial customers who received an audit but have not applied for a rebate. In February, Jenna and Allegra also taught a session on the irrigation rebate program to about 15 contractors at an irrigation equipment distributor. A number of contractors have expressed interest in encouraging more customers to participate in the rebate program, and Jenna and Allegra have offered to assist them with cost and payback information to help sell the program to their customers.

CONTACT: Jenna Smith, (206) 684-5955; or Allegra Abramo, (206) 233-5132



Saving Water Partnership
Seattle and Participating area water Utilities

Influencing Gardeners' Plant Choices

Gardeners frequently make plant choices based on aesthetic appeal. While this is important, it can translate into plants that struggle in full sun when they should be in shade or get water logged because the gardener doesn't understand how much or little water the plant needs. This can lead to customers using far more water than is necessary. SWP will try to influence these choices through three outreach vehicles this spring. The most significant vehicle is a continued partnership with our service area's largest nurseries. So far, the participating nurseries are Furney's (Des Moines), Sky Nursery (Shoreline) and Swanson's Nursery (Seattle). Beginning in mid-April and lasting through May, these retailers will host displays helping gardeners make more informed plant choices that reduce water consumption in the long-term. After spring, the Right Plant/Right Place campaign, will recommence in fall with an even greater publicity, to coincide with the best time to plant. The campaign will be featured along with other advice on plant selection in the spring issue of the electronic newsletter, Savvy Gardener Connection. And finally, Savvy Gardener classes

provided by SWP will start again at Molbak's (Woodinville) and Swanson's Nursery (Seattle) to help gardeners make better plant choices. These classes and the newsletter will be posted on www.savingwater.org. Partners in the Saving Water Partnership are encouraged to promote the newsletter and classes via their own outreach efforts.

CONTACT: Liz Fikejs, (206) 615-0516

New 'Why Conserve' Message Development in Progress

The SWP is working with Parsons Public Relations to develop a new messaging campaign for 2008, including addressing climate change as an important, new reason to conserve. Parsons has significant experience and connections in the area of landscape marketing and will assist the SWP in pulling together a "look", identity and key messages to assist us in improving consistency and cohesiveness across all of the water conservation materials. Wholesale customers will be kept in the loop as progress occurs and are invited to participate. If you would like to review draft recommendations from the consultant please contact Nota Lucas.

CONTACT: Nota Lucas (206) 684-5855

COMMERCIAL WATER CONSERVATION Outreach to Businesses in Progress

A new brochure promoting commercial conservation and multi-family and irrigation efficiency programs is now available. To make this outreach effort as effective as possible for you and your customers, we are offering two ways to make use of the brochure:

- 1) SPU (through our contractor the Resource Venture) can mail you as many brochures as you need.
- 2) Provide us with a mailing list or phone contact list and the Resource Venture will mail the brochures or make phone contact with the customers on your behalf.

Send the lists to Miale Jose or Phil Paschke at phil.paschke@seattle.gov.

If you have a way that would work better for you, please give Miale a call.

We are also committed to a special outreach effort directed at ethnic businesses in 2008. Again through the Resource Venture and a program called Greening Ethnic Businesses, the target area is the whole SWP service area, especially wherever clusters of ethnic businesses, usually restaurants, can be found. Your assistance in identifying potential businesses for this program would be very helpful. Typically, participants upgrade restroom fixtures and install pre-rinse sprayheads in kitchens through this program. Please provide any business names or locations to Miale or Phil.

CONTACT: Phil Paschke, (206) 684-5883, or Miale Jose, (206) 615-1452



YOUTH EDUCATION

Working Group Selects Target Audiences and Goals

The Partnership for Water Conservation Youth Education sub-committee convened at the end of February to further define a proposed regional youth

education effort. The committee identified both the audiences that it would like to reach and the specific goals for each audience. Phase one, which includes training elementary school teachers (grades 3-5), has four proposed goals:

- 1) Foster a sense of responsibility for individual consumption among young people and empower them to take action to minimize their consumption;
- 2) Foster an understanding of where water comes from;
- 3) Raise awareness about the interconnection between water and the role it plays in sustainable systems; and
- 4) Ensure that teachers receive cross curricular training.

Phase two includes engaging high school students. The committee identified similar goals for reaching this audience as well as identifying the need to emphasize career choices within the environmental sector. The Youth Education sub-committee will meet on March 27 to review existing water curriculum for teacher trainings and determine appropriate next steps for developing phase one of the regional youth education effort.

CONTACT: Gretchen Muller, (206) 684-0570 or Miale Jose, (206) 615-1452